Canon

VISUAL COMMUNICATION SYSTEMS DIVISION

RE-350

VIDEO VISUALIZER

A Presentation Camera That Sets A New Standard For Price/Performance.

Canon's Video Visualizer RE-350: The New Star

Canon's Video Visualizer RE-350 takes presentation cameras to the next level, providing users with important new advantages never before available in its class. Smart design and technology advances including an unobstructed base for oversized documents, easy-to reach front panel controls, focus follow zoom for seamless presentations, and exceptional image quality, enhance usage while maximizing value. Backed by one of the most experienced, nationwide service and support networks, and built by the world leader in quality optics, the Video Visualizer RE-350 has more of what users want:

Superior Color:

When compared to the typical competition, the RE-350 provides superior color reproduction, with color adjustment controls located conveniently on the front panel that are easy to access. Picture color is truer and more vibrant, rather than flat; white balance is perfect, and can be automatically or manually adjusted.

Custom Software:

Canon's RE-350 is available with a unique Software Developer Kit, which allows a programmer to create custom software for a particular application, thereby improving the functionality and integration of the camera. This notable advantage enhances compatibility with specific user requirements.

Outstanding Images:

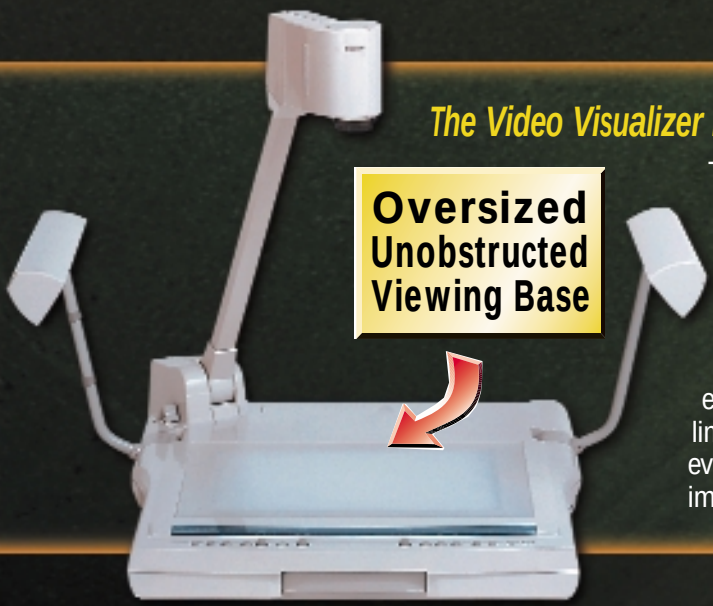
The Video Visualizer RE-350 features a horizontal resolution of 450 TVL (comparable to professional video cameras) for sharp, detailed image reproduction critical to achieving a more attentive audience. A 12X zoom, compared to the typical competition's 8X, improves viewing interest, while the zoom speed of the RE-350 is twice as fast as the typical competition even though their zoom magnification is 50% less.

Presentation Enhancements:

Users of the Video Visualizer RE-350 enjoy enhanced message impact with Focus Follow Zoom Technology, a Canon exclusive that automatically focuses the image as the zoom position is changed. Unlike the typical competition, which requires that a focus button be pressed every time the zoom position is changed, the RE-350 makes it easy to use the zoom function, thereby heightening viewer interest without interruption, or the risk of losing audience attention. The competitor's focusing speed is also slow and inaccurate and may take two to three times longer than the RE-350.

Front Panel Controls:

Unlike typical competition, RE-350 users don't have to search for a wide range of available controls. The



The Video Visualizer RE-350 Total Access Base Maximizes Productivity

The Video Visualizer RE-350 features a completely flat, oversized base with no obstructions, for maximum utilization. Unlike competitive products with "back-boards", raised edges, or camera mounts that get in the way, the RE-350 makes it easy to view oversized documents, books, chromes, negatives or 3-D objects. Its unique base, (a Canon exclusive feature), enhances overall user value without placing restrictive limits on subject matter size or image detail. There's even a built-in color corrected light box for viewing images from film, slides and negatives.

ard For Intelligent, Quality Presentation Cameras.

sophisticated design of the unit means that all critical controls are in reach and easily identified on the front panel. Whether it's the backlight button which activates the built-in light box, the one-touch zoom or focus controls, or a Canon exclusive detail switch for enhanced text recognition, it's all there when you need it.

Exclusive Advantages:

In addition to the many superior features available on the Visual Visualizer RE-350, there are several important exclusive features not found on any other product in its class. These include:

- A corner-mounted camera and unobstructed base;
- A front panel detail switch for enhancing text;
- RGB output (the typical competition offers only composite or S-Video out);
- Focus Follow Zoom Technology for automatic focusing as zoom position changes;
- A pneumatic shock attenuator for the camera mounting arm;
- An overall ergonomic design.

Three-Way Control System:

The Canon Video Visualizer RE-350 provides (1) a wide range of easy-to-use automatic and manual controls that can be accessed from the front panel. In addition, (2) an optional infrared remote control kit is available and (3) an RS-232C control interface allows operation from a PC or a room control system. These flexible control operations maximize usage and enhance the overall value of the product.

Total Portability

To enhance portability and maximize usage, Canon's Video Visualizer RE-350 folds to a compact, easy-to-carry size. In the fold-down, transportable position, the unit cradles key components, while making movement from one presentation area or conference room to the next less cumbersome.

Customer Support:

Canon's direct dial nationwide technical and customer support network is one of the most experienced in our industry. This means that you'll get the answers you want fast and complete, without wasting time waiting on hold, or leaving voice mail messages that get returned too late. Not surprisingly, the RE-350 also has the best advertised warranty in the industry and complete factory service.

Canon's RE-350 is the Video Visualizer with the best price/performance in its class. For more information, contact your authorized Canon Visual Communication Systems Dealer or call Canon for the dealer nearest you.

Easy Access Base, Front Panel Controls, Exceptional Color and Maximum Value For:

- Presentations
- Distance Learning
- 3-D Imaging
- Telemedicine
- Corporate Training
- Webcasting
- Education
- Desktop Publishing
- Videoconferencing
- Neg/Pos Viewing

SPECIFICATIONS

LENS

Focal Length	5.4~64.8mm
f-Stop	f/1.8~f/2.8
Shooting Area	12 3/4" x 9 8/16" to 1 5/16" x 31/32"
Zoom	12X Power zoom, 2-step speed
Focusing	One-push auto/manual
Iris Adjustment	Auto/Manual (fine-adjustable ±2 EV)

LIGHTING

Upper Lighting Unit	6 W fluorescent x 2
Backlight	Built in light box

DIMENSIONS

In-use	28 2/5"(W) x 20 3/5"(D) x 21 4/5"(H)
Stored	19 1/8"(W) x 20 3/5"(D) x 7 1/5"(H)
Light box	8 1/4" x 11 3/4"

POWER

Power Source	120 VAC ±10%, 60Hz
Power Consumption	Approx. 33W
AC Outlet	120 VAC, 5A max., 60Hz

WEIGHT

Weight	Approx. 22 lbs.

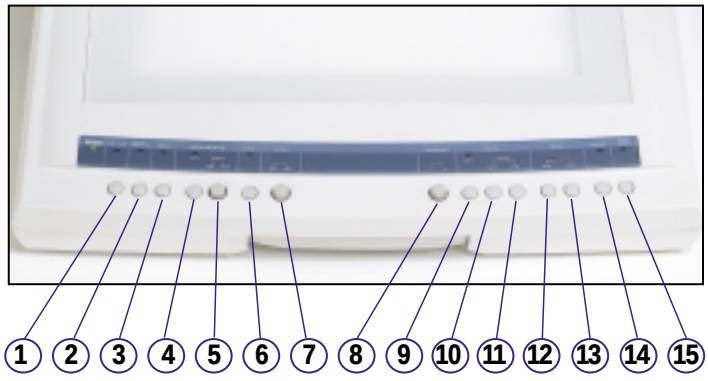
OPERATING ENVIRONMENT

Temperature	41°F-95°F
Relative humidity	20%-85% (no condensation)

VIDEO & AUDIO

Video Signal	NTSC
Pick-Up Element	1/3" CCD
Picture Element	811(H) x 508(V)
Total Number of Pixels	410,000
Horizontal Resolution	450 TV Lines
Vertical Resolution	350 TV Lines
S/N Ratio	46 dB
Electronic Shutter	DIP Switch, 1/60 and 1/100 sec.
White Balance	Auto/one-push-auto/manual
Nega/Posi Conversion	Built-in (C-video, S-Video)
Color/B&W Selection	Built-in (C-video, S-Video)
Detail Compensation	Built-in
Input Sources	Camera head, external input
INPUT TERMINALS	
C-Video Input	BNC connector x 1
S-Video Input	4 pin mini DIN x 1
Ext. sync. Input	BNC connector x 1
Mic. Input	mini jack x 1
Audio Input	RCA jack x 2 (stereo)
Output Terminals	
C-Video Output	BNC connector x 1
S-Video Output	4 pin mini DIN x 1
RGB Output	BNC connectors x 1 (R,G,B,Sync)
Audio Output	RCA pin jack x 2 (stereo)
Synchronization	Internal/External sync.
RS-232C Terminal	8 pin mini DIN
Communication Speed	2400 and 9600 bps

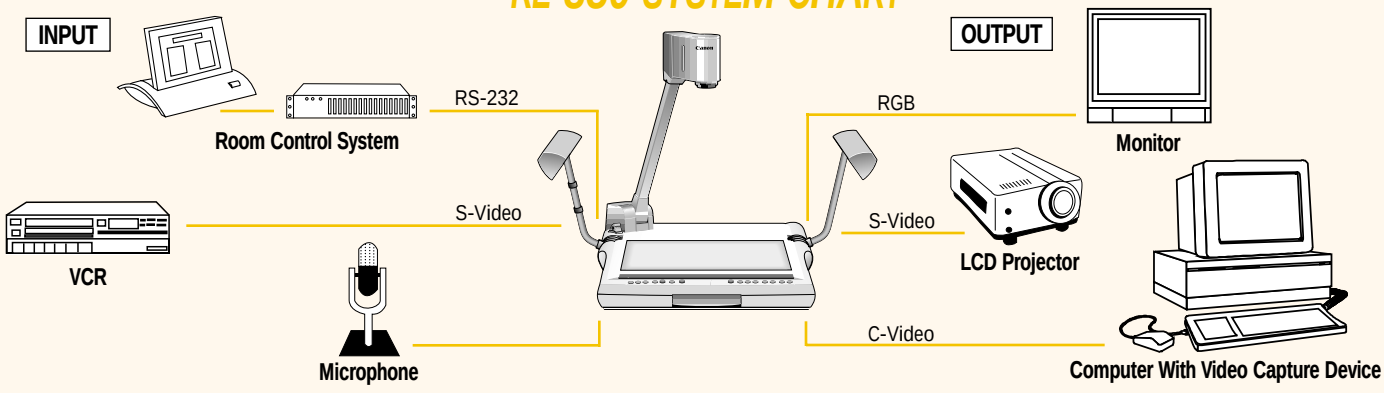
Specifications are subject to change without notice.



RE-350'S FRONT PANEL FUNCTIONS:

1 RS-232 Control
2 Input Select (Between Camera Head and External Video)
3 Negative Conversion
4 Auto White Balance
5 Manual White Balance Control (Red to Blue)
6 B/W Conversion
7 Detail Enhancement Control (Sharpness Control)
8 Exposure Control Knob
9 Auto Focus Control
10 Manual Focus Control - Near
11 Manual Focus Control - Far
12 Zoom Control - Wide
13 Zoom Control - Tele
14 Side Light Arm Control - On/Off
15 Built In Backlight Control - On/Off

RE-350 SYSTEM CHART



For purchase and technical assistance call 516-328-5960.
For literature and the dealer nearest you, call 1-800-OK CANON.
E-mail us at: vcsd@cusa.canon.com

Visual Communication Systems Division

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